



## **AHA! Art Happens Anywhere!**

### **1. CALL FOR ARTISTS OVERVIEW**

The Arts and Culture Commission is accepting proposals from artists who would like to participate in its new AHA! Program. AHA stands for Art Happens Anywhere!

### **2. ELIGIBILITY**

Artists of all artistic genres, art organizations, or schools may submit proposals.

### **3. PROJECT DESCRIPTION**

The City of Glendale's Library, Arts & Culture Department and the City's Arts & Culture Commission encourage the expansion of arts and culture activities to benefit the citizens of our community, and to provide artists with new and interesting opportunities to share their art.

AHA! Is one of a roster of programs in the Arts & Culture Work Plan. Its specific purpose is to stimulate the public with non-traditional artwork, art experiences and performances in unexpected places. AHA! not only will delight the public with pop-up art, hopefully engage people in social conversation. Through new art currency such as innovative use of technology, audience interactivity, and unconventional delivery methods, AHA! seeks to foster progressive attitudes toward art, artmaking and performance, and to elevate the role of art in enhancing a community.

True to the AHA! theme, proposals are being sought for art in any city-owned public place. The artwork may be visual, musical, performance-based, social, experiential, environmental, sensory—all delivery methods will be considered. The artwork may be a one-time event or installation, or it may be a series of events or installations. Public places include parks and recreation centers, the City Hall complex, libraries, streets and sidewalks, airspace, busses and transit stops, the Glendale Train Station, pedestrian passageways, and city-owned parking lots. Artwork must not impede the public right-of-way or access by individuals with a disability.

A total allocation of \$30,000 has been budgeted for AHA! Project budgets from \$3,000 to \$15,000 will be considered, with the expectation that higher cost projects would have longer lasting and further reaching impact.

#### **4. TIMING**

Projects can be proposed for any time period between the due date of this Call for Artists and March 2017. It is anticipated that some projects may be designed to work in concert with the holiday shopping season in Glendale, which draws millions of visitors to Downtown Glendale, Montrose and other commercial areas of the city each year.

#### **5. HOW TO APPLY**

Interested artists, art organizations, collectors, or any other lender must prepare and submit the following:

- A. Completed Proposal Form
  - A detailed description of the proposed artwork/art experience or performance including:
    - Title of the work
    - Media or delivery method
    - Concept description
    - Dimensions
    - Weight
    - Materials used
    - Maintenance requirements
    - Technical and space requirements (i.e., electricity, vertical clearance)
    - Proposed start and end dates
    - Statement of value for the artwork(s)
    - Location preference
- B. Artist Statement
- C. Resume or biography outlining the artist's experience (including education)
- D. Digital images of past artworks and/or installations
- E. Digital images or sketches (title, size, medium) in JPEG format, of the proposed art on a CD
  - Title the CD with applicant's first and last name and proposal and exhibition dates. CDs will not be returned, unless a written request is submitted with the proposal form.
- F. If an individual is proposing to exhibit multiple works by various artists, authorization by individual artists or rights of ownership should be submitted, if applicable
- G. Budget

#### **6. ACCEPTABLE MEDIA OR DELIVERY METHOD**

Art, artwork, art experience or performance of any feasible media/method will be considered.

#### **7. INELIGIBLE ARTWORK**

Artwork is ineligible, for any one or more of the following reasons, if the artwork:

- Contains:
  - A copyrighted or trademarked image or logo;
  - A brand or business name;
  - A website or social media link;
  - Address or phone number;
- Is plagiarized, stolen, or copied from another source;
- Defames or invades the rights of any person, living or dead;
- Is likely to:
  - incite or produce an imminent lawless act;
  - disrupt the orderly operation of the facility exhibiting the art;
- Is integral to criminal conduct or violates of the law; or
- May reasonably be construed as:
  - False or fraudulent;
  - Obscene matter, as defined in California Penal Code Section 311 or any successor legislation;

- Harmful matter for minors as defined in California Penal Code Section 313 or any successor legislation; or
- Child pornography, as defined in 18 U.S.C. Section 2256, California Penal Code Section 311.1(a) or 311.2(b), or any successor legislation.

## **8. OPEN CONTINUOUS SUBMITTAL OF PROPOSALS**

The City of Glendale Library, Arts and Culture will accept submissions on an ongoing basis until March 31, 2017, or when the allocated budget has been exhausted, whichever happens first. Submissions may be mailed or submitted in person to:

Sharon Mann Garrett, Principal Administrator  
Arts & Culture Commission  
222 East Harvard Street  
Glendale, CA 91205

## **9. SELECTION PROCESS**

Submissions will be reviewed by an **AHA!** selection committee, consisting of at least two Arts & Culture Commissioners and one or more City of Glendale representatives.

## **10. SELECTION CRITERIA**

The following criteria will be considered in evaluating all proposals:

### *Alignment with the AHA! Theme*

The review committee will review and make selections based on artist's originality, skill and/or craftsmanship, and creativity and innovation as it relates to non-traditional methodologies. In addition, the committee will review the artist's statement and career experience, and consider the artist's interest in activating a public space through art.

### *Appropriateness for the Proposed Site*

The committee will review and make selections based on the durability of the artwork, scale, size and weight, and accessibility for public viewing and installation. In addition, the committee will review to ensure the artwork will not pose a risk to public safety or create a hostile environment.

### *Audience*

The committee will review to ensure the artwork is versatile, sensitive to social, environmental, historical, and/or relevant contexts, and that the artwork is suitable for all ages.

### *Local Preference*

Preference may be given to local artists, if all other factors are equal. Local artist is defined as an artist whose primary residence, studio or business is located in Glendale.

## **11. NOTIFICATION**

Selected finalists will be notified by mail and/or email. If the proposal is approved for exhibition, the applicant must sign an LAC Temporary Art Display Agreement (contract) that states the duration and location of the art, describes other terms and conditions, and releases the City of any and all liability in the event of damage, loss, vandalism, or theft.

## **12. INSTALLATION**

The Exhibitor must contact LAC staff in order to schedule an appointment for installation and de-installation of the exhibit. The Exhibitor will be responsible for installing his/her artwork(s) with LAC staff guidance during regular business hours at all facilities.

### **13. MARKETING / PUBLICITY**

The artwork will be exhibited on the City web site, social media, and Glendale government television GTV6, and more regionally with press releases and postings on GlendaleArts.org. By submitting a proposal, the Exhibitor irrevocably grants City, its officers, agents, and employees ("City and its representatives") the unconditional right and permission to photograph, record (audio, or video, or both), broadcast, distribute, reproduce, copy, sell, exhibit, publish, and use the photographs and recordings of the artwork, in whole or in part, in any medium now or later developed, for any purpose, without charge to the City and without payment to the Exhibitor of any compensation, fee, royalty, or damages (now or later).

### **14. INSURANCE/LIABILITY**

See attached "Insurance Requirements." Although these are the City's standard insurance requirements for AHA! artwork, events, or activities, the City's Risk Manager may require *less* or *more* insurance depending on his assessment of any one or more factors, including, but not limited to: the City's risk of liability or exposure from the artwork, event, or activity, or the availability or affordability of liability insurance coverage.

### **15. TENTATIVE TIMELINE**

Optional pre-proposal meetings:	Artists may request meetings with Library Arts & Culture staff to review proposals prior to submission. Contact <a href="mailto:sgarrett@glendaleca.gov">sgarrett@glendaleca.gov</a>
Call for Artists submission deadline:	March 31, 2017
Committee review & selection:	Ongoing
Notification of selection:	Within 30 days of submission
Installation/execution of artwork:	To be negotiated with Library, Arts & Culture staff following selection

### **FOR FURTHER INFORMATION**

Please review the City's Temporary Art Policy, which is incorporated into and made a part of this Call for Artists.

Questions about the Call for Artists can be submitted by email to: [sgarrett@glendaleca.gov](mailto:sgarrett@glendaleca.gov)